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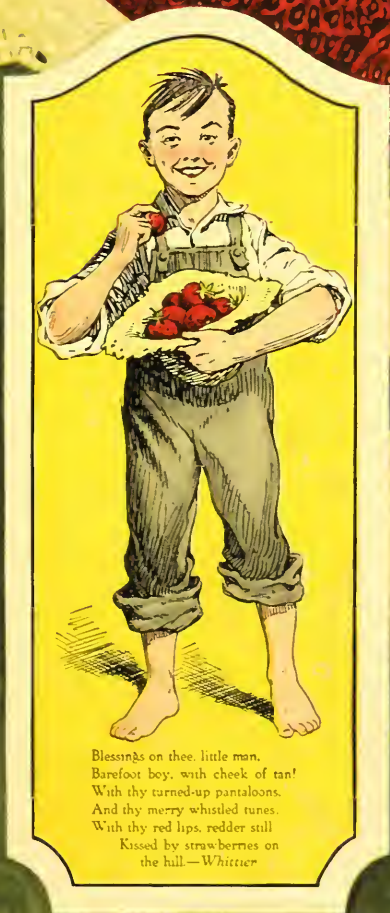
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1924

LITER

Kellogg's GREAT CROPS OF Strawberries



Blessings on thee, little man,
Barefoot boy, with cheek of tan!
With thy turned-up pantaloons,
And thy merry whistled tunes,
With thy red lips, redder still
Kissed by strawberries on
the hill — Whittier

~ and how to
grow them

Kellogg's Delicious

"The Strawberry that Satisfies"

THIS is one of the winning new varieties we introduced for the first time in 1922. It has become very popular around Cleveland, N. Y., where it was originated and it is certainly doing itself proud here at Three Rivers. One of the heaviest fruiterers of the medium late varieties. The berries are as large as strawberries generally grow, very dark red and the flavor is surely "*Delicious*." A splendid shipper and one of the coming strawberries.

Travis Brothers of Cleveland, N. Y., write, "We never raised such a crop of strawberries as we did this season from the Delicious. It was a great sight to see them in full fruit. About 200 people came to see them fruiting and everyone of them said that it was by far the largest crop of berries they had ever seen, and that the quality was unsurpassed. The Delicious berries brought 10c per quart more than any other berries sold on the Syracuse market. There is no other variety grown that has as many good points."

Delicious is a strong bisexual and requires no mating. Ideal pollinizer. Grow Delicious in narrow matted rows and watch the big berries pile on top of each other.



Hello Folks!

Here I Am Again To Show You How to Get Big Crops and Big Profits *from* **STRAWBERRIES**

Well Folks,—Here I am again. Every year I make the rounds just like old Santa Claus, and this year as we go through my book together and I tell you how to grow the big gorgeous Kellogg Strawberries—those luscious, juicy lumps of sweetness which fairly make your mouth water—I feel certain that both the book and I will find as hearty a welcome in your home as good old Santa Claus himself.

When you first saw me coming, I'll bet you that I was one of those pesky book agents, but when I tell you about the big profits you can make growing Kellogg Strawberries the Kellogg Way, you'll be mighty glad I came, and I am sure you'll excuse me for coming right in the front door without knocking.

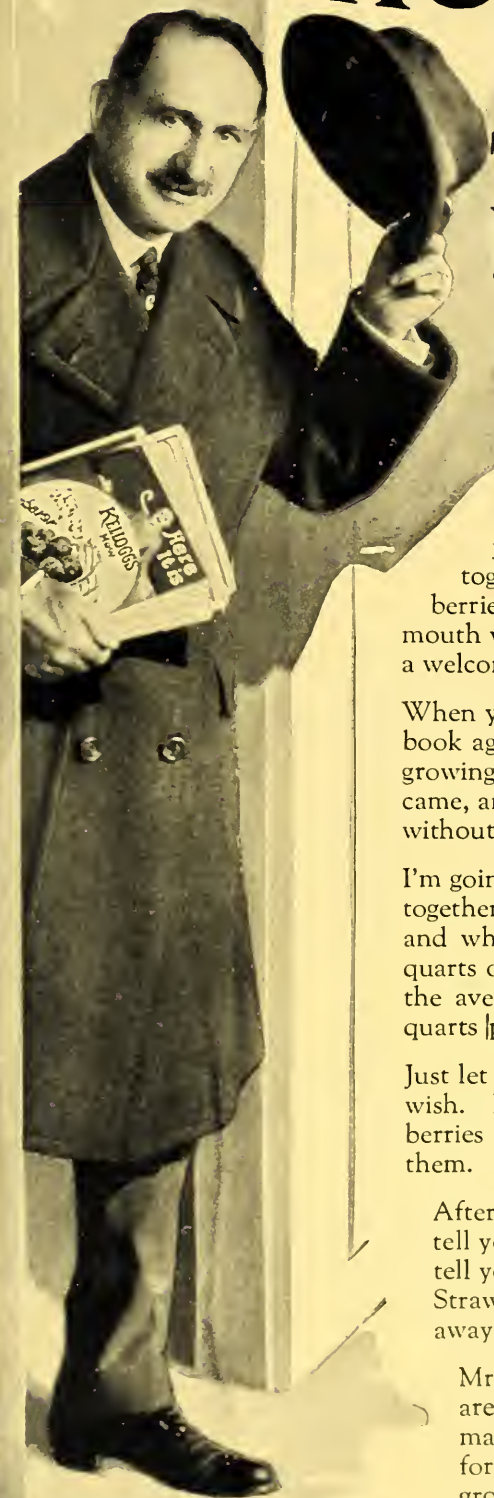
I'm going to stay right here and visit with you until we go thru this book together, then I can explain how the Kellogg thorobred plants are grown, and why they often produce 5,000, 10,000 and even as high as 15,000 quarts of big, fancy berries per acre while government statistics show that the average production of the general run of plants is less than 2,000 quarts per acre. That's a big difference, and worth considering, isn't it?

Just let the children look at this book too and ask all the questions they wish. I want to get the entire family interested in growing Kellogg strawberries the Kellogg Way. I love children, we have a whole bunch of them. The last count showed eight including the two grandchildren.

After a while, I am going to introduce you to Mrs. Beatty and let her tell you how to eat strawberries after you grow them, and later on I will tell you about the delightful little booklet containing Mrs. Beatty's own Strawberry Recipes which I have published this year and am giving away to all customers.

Mrs. Beatty and I both are continually preaching strawberries; we are regular strawberry missionaries. Thirty-three years ago, when I married this girl, my health was on the ragged edge, but fortunately for me, her father was a strawberry grower, and he suggested that I grow strawberries both for health and profit. That's what I did, and as far as profit is concerned, I am entirely satisfied, but best of all the older I get the younger I feel. "Every day in every way I'm getting better and better."

Now let's turn over to the next page, and I'll tell you how to turn your spare hours into dollars and good health.



J. E. Beatty
President.

KELLOGG STRAWBERRIES Will Pay You Bigger Profits Than Any Other Crop



I AM sure you are interested in making more money and before going any further, I want to tell you right here and now, that Kellogg

Strawberries grown the Kellogg Way will give bigger and quicker profits than anything else you can grow. I have been in the strawberry business for a great many years, and I know that it requires less experience and less work to insure a big profit from strawberries than from any other crop, but you are not interested in what I have done unless you are convinced that you can do the same thing.

\$500 to \$1200 Per Acre Easily Made

When I say that \$500 to \$1200 can easily be made from an acre of Kellogg Thorobreds I am quoting very conservative figures, because a great many Kellogg customers are doing much better. A Mr. Clapp from 'way out in Seattle, Washington, came to visit our farm and told me with his own mouth that he made as much as \$4000 from a single acre of Kellogg Everbearing Plants. Sounds mighty big, but it's a fact just the same.

A little girl from New York state wrote me a dandy letter. She said: "Mr. Beatty, just think, I made a little more than \$140.00 from just a few square rods of Kellogg plants this year." Another good letter came from a lady customer in Maine which told about \$500.00 profit from only one-quarter acre; and from Idaho, where only sage brush formerly grew, a young Miss who ordered only 200 Kellogg plants made a little better than \$64.00.

But the women don't do it all; one of our men customers in New York picked and sold 700 quarts from Kellogg's Big Four Garden consisting of only four hundred plants. "Yes" he says, "and that isn't all, we had all the berries our family could use besides." B. B. Bashore of Pennsylvania says: "Hurrah for Kellogg's Thorobreds, I picked at the rate of 15,000 quarts per acre," and Geo. Beaudette of Michigan made at the rate of \$1800.00 per acre.

Orting, Washington

Dear Mr. Beatty:

I have a small bed of Kellogg Thorobred Plants which measures about four rods each way and in one year I sold from this one-tenth acre \$166.25 worth of berries. This is at the rate of \$1662.50 per acre. I can't give the number of quarts. I have the name of growing the best berries around here. I picked out six or seven berries that were nearly twice as large as any picture you show in your book.

(Signed) Walter A. Parker.

Another man, from Illinois, the great corn state, had to do a little bragging about his crop; he picked 173 quarts from only about 100 plants. Down in Indiana, where my wife came from, a man wrote a letter bubbling over with enthusiasm because he had sold more than \$1200.00 worth of berries from one-half acre. In North Carolina, where cotton grows, strawberries also grow, at least a Mr. Cook grew 423 quarts from exactly 250 Kellogg plants, and sold these berries for a little over \$135.00.



Why Not Go into The Strawberry Business



YOU can make more money from one acre of strawberries than from forty acres in general farm crops at present prices. J. O. Statts of Indiana says: "I was plodding along like a lot of other farmers who were trying to scratch a living out of the soil—lots of hard work and mighty poor pay, and so I decided to go into the strawberry business. That was forty years ago and it has proved so profitable and interesting I am still in it and intend to stick until the end." One of our Oklahoma customers writes that he is making more money from one acre of Kellogg Thorobreds than he makes from the rest of his farm of 100 acres. In fact, the more general farm crops you grow now, the poorer you are. I know from experience. The beauty of growing strawberries is the fact that there is such a great demand for this fruit. The more folks eat, the more they want.

Selling strawberries is fun. These days everybody has an automobile, and they drive right out to your place and get their strawberries while they are perfectly fresh. A little stand, like the one shown here is all you need. This particular stand is right close to our farm, and I'll tell you it's a busy place when strawberries are ripe.

Turn Your Spare Time Into Cash

Your spare time devoted to strawberry growing can easily be turned into cash. An hour or two each day in the morning or evening will be all you will need to spend on a half acre or so of strawberries, and it's fun at that. Don't make strawberry growing work. Make it your play. It's the fellow who makes play out of his work who "gets there." I'm a mighty busy man myself, and if I didn't make play out of my work, there would be no play for me, and that's how I "get there." The folks who write us about their big crops and big profits most invariably say: "I just love the work." Whatever you are doing, the love you have for that particular line of work is more than half the battle.

Good Health, Pleasure and Profit in Strawberries

But I don't want you to think that profit is the only thing you can get out of strawberries. They are the most healthful fruit that grows. Strawberry put iron into your blood; they are richer in iron than any other fruit, and when you are growing your own strawberries you are out in the open where you get the benefit of the pure air, the beautiful sunshine and the great out-doors. I know what strawberry growing will do for your health because it did such wonderful things for me. Before I began growing strawberries I was very sickly and was going down all the time, in fact, I had almost reached the end of my string, and now, altho I am beyond fifty-five, a recent thoro medical examination at the best medical laboratory in the country showed me to be nearly 100% sound. The examining doctors told me that my outdoor occupation was what did the trick, and they advised me to stick to the open and continue eating lots of vegetables, strawberries, and other fruits.

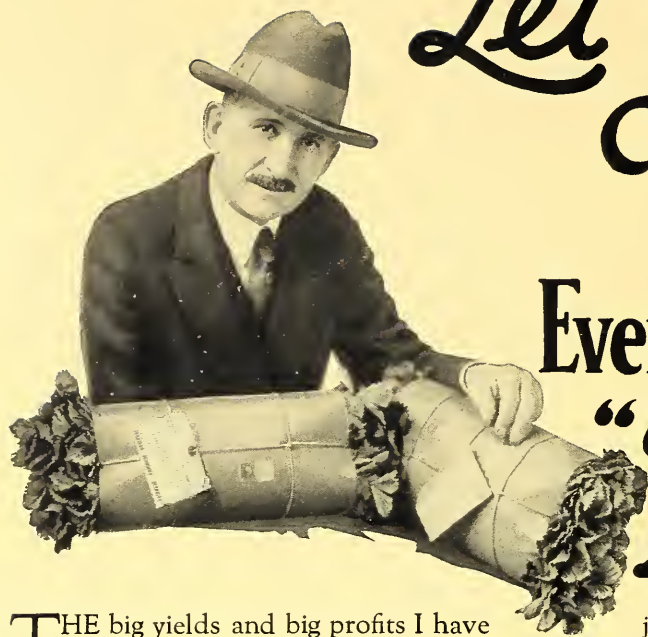
Now is the time to go into the strawberry business. No other work will bring you as much health, happiness and prosperity as easily or as quickly as growing the big crops of Kellogg's Big Red Beauties from Kellogg's Thorobred Plants.

He's From Missouri, But—
We Showed Him.

Canton, Missouri
The 1,000 Kellogg Thorobred plants, together with the extra plants you threw in for good measure, were set and cultivated the Kellogg Way. I never saw plants fruit heavier in my life. I picked 1,800 quarts this year from these plants. If anybody can beat the Kellogg Thorobred plants, they will have to show me because "I am from Missouri."

H. R. LEGG.





Let me tell you WHY

Every Kellogg Plant is a “Thorobred”

THE big yields and big profits I have just been telling you about have no doubt aroused your curiosity. You want to know why it is that Kellogg Thorobreds produce such wonderful results. You have a perfect right to know, so I am going to tell you the facts.

Many times each year I go over the fields personally and cull out all plants which show the least variation from the true type of that particular variety. Any plants not measuring up to the high Kellogg Standard are destroyed then and there. In other words, every Kellogg plant must be 100 % pure and healthy, and show every indication of being a high powered plant, or it is not allowed to produce runner plants for our customers—out it comes. With this perpetual selecting and culling, which is known as “rogueing” there is nothing left on the Kellogg Farms to propagate from except “Thorobreds.”

By propagating year after year from the most ideal plants, we get runner plants better than the parent plants. It's the same method as used by the stock breeder in improving the herd.

Strawberry plants are like automobiles. Some cars will make no more than thirty-five miles per hour, while others will go sixty, seventy, and even as high as one-hundred miles per hour, and the best driver in the world can get no more speed from the car than its engine is capable of producing.

Kellogg Thorobreds are high powered and are bred for heavy production. They are the power plant which produces your crop just as surely as the engine is the power plant that produces the speed in an automobile. The more power you have in your plants, the bigger the crop and the bigger the berries, and accordingly the bigger the profits.

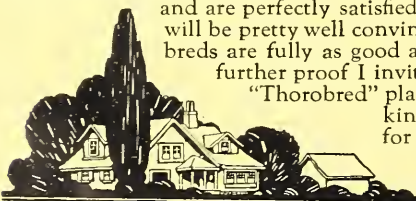
Come and See For Yourself

Now folks, I don't want you to think I am bragging. You want to know the difference between Kellogg Thorobreds and other plants, and that's just exactly what I came to tell you about. It's difficult to explain this difference on paper, but when you see the plants and the wonderful yields they make, you can see the superior quality of Kellogg Plants immediately.

If you could come and see how our soil is prepared, how the plants are selected from the truest type of mother plants, see our cultural methods, spraying, irrigation, and fertilizing, and see how we cull out any plants which are not developing into high powered plants, you would soon understand this great difference, and you would learn more about the Kellogg Thorobreds in half a day than I could tell you in a whole week.

Our business was started with practically no capital, less than 50 years ago. It is now the biggest strawberry plant nursery in the world. Many growers who began buying Kellogg plants during our first years are still sending us annual orders. New customers who join our big family from year to year are getting big crops and are perfectly satisfied. With these facts you will be pretty well convinced that Kellogg Thorobreds are fully as good as I say and if you want further proof I invite you to try my Kellogg “Thorobred” plants along side any other kind and see the difference for yourself.

A Kellogg
Thorobred
Pedigree
Mother Plant
and Runners



Kellogg's BIG LATE

"The Queen of Quality and Quantity"

Kellogg's Big Late is one of those rough-and-ready late pistillates having no preference as to soil or climate. A tall grower and heavy fruiter; the berries are large and glossy. They fairly sparkle, and are of the very best quality. Practically every letter we receive telling about Big Late brings good reports. H. A. Wysong of Indiana sold \$1213.95 worth of Big Late berries from one-half acre. Fruits heavy in narrow or rather wide rows. Should be mated with Sionilli, Big Wonder, Magic Gem, Kellogg's Marvel, Delicious, or some other late bisexual as Big Late is a pistillate; and it is a mighty good one too. Choose Big Late as part of your strawberry garden and you will make no mistake.



Senator Dunlap

"The World-Wide Favorite"

Senator Dunlap is the old tried and true bisexual variety that always makes good. Wherever strawberries are grown, you will find Senator Dunlap a standby and favorite. Extremely hardy in plant growth, a very heavy fruiter of large dark red sparkling berries with slight neck. Strong bisexual, can be grown alone or with other varieties. A most splendid pollenizer for pistillates, such as Warfield and Haverland. It is often called the "rough and ready" variety because it has no preference as to soil, climate or system of growing. Senator Dunlap does equally well in hills, narrow or wide rows. A wonderful variety for those who haven't time to give special care because Dunlap will produce a good crop of choice berries under neglect and adverse conditions.





Kellogg's Everbearers

Good *to* Eat
Good *to* Sell

wink folks out of their money; but of course we ordered some everbearers and I set them in our experimental plot. In August, when they began fruiting and just kept it going until freezing weather, I began to think we had found something real valuable.

To make a long story short, we just kept setting and setting, until now we have over 50 acres set to Everbearing varieties alone. We are the largest growers of Everbearing plants in the world. We have to grow a lot, because our 100,000 or more customers insist upon having some of the Kellogg Everbearers along with the standard varieties. I don't blame them a bit, because the everbearers are so hardy and profitable. Folks don't begin to get real hungry for strawberries until the June crop is all gone, and then along comes the Everbearers to satisfy their longings and capture the big prices. The more hungry folks get for strawberries, the bigger price they'll pay to get them.

I have seen the Kellogg Everbearing plants so loaded with big berries along in September and October that I honestly thought they'd fruit their very heads off, but they didn't. Early the next summer they were right on the job with another big crop. You know Kellogg's Everbearers fruit just the same in the early summer as in the fall—that's why everybody's scrambling to get them.

Three Faithful Everbearers

I have worked and experimented with over 15 different varieties, checking and testing them point by point with the sole purpose of getting just a few varieties which would measure up to the high standard of quality and productiveness set for all Kellogg "Thorobred Plants."

I have finally selected just three varieties which are good enough to be sold under the Kellogg name—PROGRESSIVE, PERFECTION and JEWEL.

I sure get a lot of enjoyment reading the big bunch of letters that come from our customers in the fall telling about the big crops of berries and the big prices they are getting. Sometimes their yields are so big it makes me feel ashamed of myself for getting beat at my own game. Seriously, it's a common everyday occurrence to read letters from customers telling that they have picked an average of a quart per plant the first season they set the plants. One man in Canada picked three quarts per plant.

When you once begin growing Kellogg Everbearers, you're into the everbearers for keeps. Sometimes, late in the season, we run out of everbearing plants, but the orders just keep on coming, and we write back telling them our everbearing plants are all sold, asking if they want take all standard varieties, but nothing doing. When they want everbearers, they are going to have them. That's why I want you to order your plants early, so when we get over to the last page and begin making up your order, don't let me forget to put you down for some Kellogg Everbearers while we have them, and the more everbearers you order, the better for you.

Kellogg's Perfection

I didn't have room in this book to picture and describe Kellogg's Perfection, but anyway it's a mighty good everbearer—a very heavy fruiter—berries extra large. Am including 25 Perfection Plants in Kellogg's Special Everbearing Garden pictured and described on page nine. You'll be delighted with this garden.



The **TRUTH** about "ROCKHILL" *The \$50,000 Everbearer*

THE TRUTH about the Rockhill is simply this. Last year I introduced it as "America's Greatest Everbearer" which was the truth up to that time, because, since its origination in 1918, Mr. Rockhill assured me it had never failed to out-class everything, both as a spring and fall fruiter.

But, for some reason, the plants we shipped last spring did not fruit in the fall. Just as soon as I learned the facts, I wrote to each one of the 6,000 or more customers who bought Rockhill, offering to refill their orders FREE with plants of other varieties.

I was not going to allow a single purchaser to say, justly, or even think, that I had knowingly misrepresented the variety, and the only way to prove my sincerity was to make good.

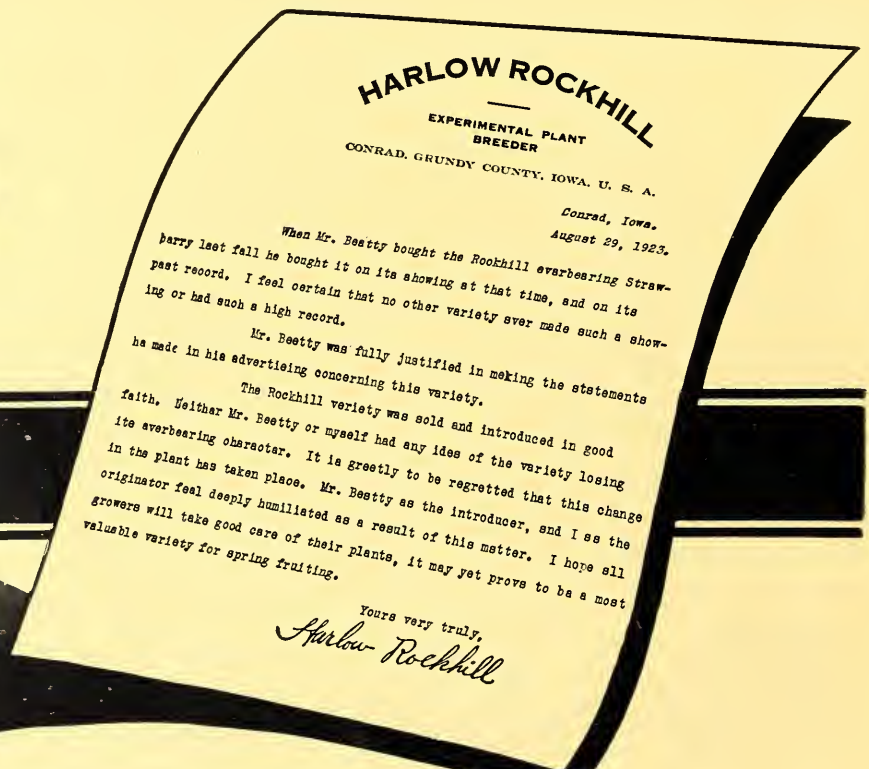
It will cost about \$40,000.00 to refill all of these orders, but that don't make any difference to me, because I value the faith and confidence of our customers more than this entire amount. The complete satisfaction expressed in the thousands of letters received from these friends has greatly increased my faith in all humanity.

Mr. B. F. Powers of Manhattan, Kansas says: "I do not blame you for the way things have turned out. I can readily understand from the wonderful way in which the bearing hills I have are developing, how the Rockhill would irresistibly inspire every single claim you made for it, and how it would be impossible for you to know that it would behave as it has this season."

While only a few customers had plants which bore in the fall, practically every purchaser expressed the same degree of confidence and satisfaction that Mr. Powers expressed.

You can realize how impossible it is for me to adequately express my appreciation of such letters, and—there are thousands of them. Anyway I most heartily thank you.

F. E. BEATTY.



Kellogg's, SPECIAL EVERBEARING GARDEN

"When the frost is on the pumpkin
and the fodder's in the shock."

KELLOGG'S Special Everbearing Garden is a garden of profit, beauty and luxury. I have selected this new garden especially for those who want the very best.

Why eat pumpkin pie when you can have fresh strawberry shortcake from your own garden "when the frost is on the pumpkin and the fodder's in the shock?"

Strawberries are the fruit of all fruits. Folks who deprive their children of strawberries are depriving them of the most healthful fruit that grows.

Strawberries contain more lime and iron than any of the other fruits. The human system requires these health-giving elements.

For your health's sake, eat more strawberries.

Kellogg's Special Everbearing Garden can be depended upon to furnish your family with abundance of most delicious strawberries from June until snow flies. This garden begins fruiting about three months after plants are set. The second year it should fruit from June to November.

For this garden I have selected the following two dependable everbearers:

100 Progressive	\$2.60
25 Kellogg's Perfection	2.50
Regular Price	\$5.10

\$4⁷⁵

My special delivered price is only \$4.75. This special price also entitles you to one Kellogg All-Metal 65c Dibble FREE and Mrs. Beatty's "Strawberry Dainties" FREE. Everything delivered right to your town.

Delivered Prices in Canada, Duty Prepaid, \$6.50

Delivered Free



"The Worth-While Everbearer"

ONE THOUSAND, ONE HUNDRED DOLLARS, is the price I paid George Brandvig of Jewel, Iowa, for this everbearer, which I have named Kellogg's Jewel. In vigorous plant growth, hardiness, and productiveness, both summer and fall, Jewel scores 100%.

As a shipper and canner Kellogg's Jewel is the King of everbearers. Jewel when canned retains its natural color and flavor.

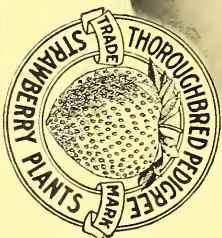
About four months after these plants are set both the mother plants and runner plants are literally loaded with blossoms and green and ripe berries and they continue to fruit in this way until very late in the fall.

Jewel is related to Superb, but outclasses both the Superb and Peerless in every way and so I have discarded these two varieties in favor of Jewel. The originator finds that the Jewel produces about six times as many berries as Superb on his ground.

I have tested Kellogg's Jewel here at Three Rivers until I am well satisfied that it is a real "worth-while everbearer" and is entirely worthy of the name, Kellogg's Jewel.

The price of Jewel is \$4.00 for 25 plants, \$7.50 for 50 plants and \$14.00 per hundred. You want some Jewel everbearers—order quick—they will go fast at this price.

Kellogg's JEWEL



PROGRESSIVE

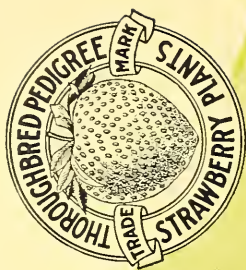


"The Universal Everbear"

Progressive has become a great favorite everywhere. It produces big crops of the choicest berries in all soils and climates. So vigorous in growth it will stand more neglect and adverse weather conditions than most any other variety. Progressive is adapted to either hill culture or narrow matted rows. Berries are medium large, sweet, mild and beautifully colored. Strong bisexual and fruits without the aid of any other variety. Admired and praised by growers everywhere. I have selected Howard Stunz, of Oklahoma, to tell you of his experience with this wonderful everbearer.

Hydro, Oklahoma, January 16, 1921
 R. M. Kellogg Company:—In the spring of 1920 I set a small patch of Kellogg Progressive everbearers—to be exact there was just 1/24 of an acre. In 1921 I picked 570 quarts of berries. First picking was April 30th and last picking November 10th. This is at the rate of 427 bushels per acre. You do not say one-half enough in favor of Kellogg's Progressives. I can make more money from one acre of Kellogg plants than from 100 acres of other farm crops. Respectfully yours, HOWARD STUNZ.

Gibson



"Makes Good Everywhere"

Gibson has proved to be such a wonderful strawberry that it has become one of the leading commercial varieties. In many of the large strawberry sections it is grown exclusively. The demand for Gibson plants is increasing faster than the plants can be grown. A vigorous and hardy grower of unusual productivity. Requires only ordinary care. Berries are large and bright red. Fruits heavily in hills, narrow or wide rows. A strong bisexual. Can be grown alone as well as with other varieties. The picture shown here tells the story of size shape and color.



HERE'S how our daily mail comes in—by the bag-full. When we open these bags of mail they are just chock-full of orders and good letters. We all enjoy reading these good reports. One day my son said: "Dad here's a good one from John Barker of Ohio. He supplied two families with all the berries they could use, gave a lot to friends and then sold \$45.77 worth, from a small Kellogg Garden, measuring only 30 x 75 ft." I said, "yes that is good, but here's one from H. E. Murray of Illinois who goes Mr. Barker one better. He picked a heaping quart from each single plant at one picking and left enough green berries on each plant to make another quart per plant."

I wish I had room to print all of these letters so that we might show you what folks really think of Kellogg Thorobreds, but any way we will fill this page so here they are, let's read them and see what they say:

Kellogg's Best for Twenty Years
New Lexington, Pa.

Have dealt with you for probably 20 years, and in this time have tried plants from a few other companies, but have never found an equal to your plants for productivity. You give good count, a square deal, and above all proficient packing.

W. F. Sanner.

Net Profit \$800.00

Meriden, Kansas.

In one year we made a Net Profit of \$800.00 from only one acre of Kellogg Thorobred plants. Please send me your catalog so I can send you another order.
Mrs. Chas. Moffett.



Kellogg's Cheaper at \$10.00 Than Others at \$1.50

Washington, Pa.

The plants which you sent me the last of April look fine. I have seen a good many patches but none like this one. I got 6,000 plants, and have 5,970 living.

Your plants are the cheapest plants I ever bought. I bought plants for eight years as low as \$1.50 a thousand, and yours are cheaper at \$10.00. I want more next spring. Everybody would that sees my patch. I would like for the whole world to see it.

Jacob Rodgers.

\$285.00 From One-Sixth Acre

Augusta, Maine.

Please send me your catalog by return mail, as I want to get my order in early this year. Last year I realized \$285 from one-sixth of an acre, set all to your plants. Can you beat that?

Perry J. Caldwell.

8,800 Quarts Per Acre

Hoosick Falls, N. Y.

I purchased plants from your company and in one year picked at the rate of 8,800 quarts of No. 1 berries per acre.

I tell my son, who runs a three-acre vegetable garden, that he could make more money from one-half acre of strawberries properly cared for than he can make from the three acres by growing garden vegetables.

Jerome Stearns.

\$1,800.00 From 6,500 Plants

Bessemer, Mich.

Two years ago I purchased 6,500 Senator Dunlap plants from you, and had very good returns from them considering the land I had to plant in. I picked and sold nearly 9,000 quarts at an average of 20 cents per quart. From now on I will purchase none but Kellogg plants.

Geo. Beaudette.





My Special Bargain Offer On Six Big Kellogg Gardens will save you money

HERE'S a page that will interest you and everyone else, because I am going to tell you about the six fine Kellogg Gardens which I have made up for you this year. One glance at the Special Prices which I have made on these gardens will convince you that at these low prices everyone should grow their own delicious Kellogg Strawberries.

A Kellogg Garden will give you more big, red berries than you can buy at any price. Any one of these Kellogg Gardens will not only supply your family with all the berries they can use at practically no cost, but it will also give you a good substantial cash profit besides.

Pick out the Garden you want and send your order to me, and I will see that it is reserved for you, and the plants will be sent to you, all charges prepaid, at proper planting time.

You Can Earn a Kellogg Garden—Easy.

This year I have started a new plan whereby you get any one of these six fine Strawberry Gardens absolutely **WITHOUT COST**, if you want to devote a few hours of your spare time to the work.

Just pick out the garden you want, then go to your neighbors and secure orders for enough GARDENS to earn the one you have selected, according to the table below. Send the orders to me, with full remittance, giving the name and address of each purchaser and the name of the garden he orders and we will send the gardens to each individual at planting time. And your garden will be sent to you with no charge whatever. A Kellogg Dibble and Mrs. Beatty's Strawberry Dainties, goes with each garden—no charge for delivery.

- Garden Orders amounting to **\$16.25** or more, will earn the Back Yard Garden for you.
- Garden Orders amounting to **\$18.75** or more, will earn the Combination Garden for you.
- Garden Orders amounting to **\$21.50** or more, will earn the Special Everbearing Garden for you.
- Garden Orders amounting to **\$24.75** or more, will earn the Grand Prize Garden for you.
- Garden Orders amounting to **\$26.75** or more, will earn the BIG FOUR Garden for you.
- Garden Orders amounting to **\$39.75** or more, will earn the Money-Making Garden for you.
- Garden Orders amounting to **\$18.75** or more, will earn the Everbearing Garden for you.

(This offer is good in United States only.)

The only rule governing this offer to secure one of the gardens listed above, **WITHOUT COST**, is that you must secure orders for **GARDEN SELECTIONS ONLY**.

I say you can earn a garden—**EASY**, because it will be no trouble at all to take orders for Kellogg Gardens from your neighbors and friends at these special delivered prices, with Kellogg's Metal Dibble and Mrs. Beatty's Recipe Book thrown in.

Don't Forget

With every Kellogg Garden sold we are not only going to give away **FREE**—one of Kellogg's Corrugated Steel Dibbles for setting the plants, but also a copy of Mrs. Beatty's Own Recipe Book without extra cost.



Kellogg's Back Yard Garden

Here's just the ideal strawberry garden for folks who have only a small plot of ground;—perhaps just a back yard,—or for those who wish to devote a part of their vegetable garden to strawberries. In selecting this garden I have chosen varieties that will produce a fine crop of berries in rather dense shade. This garden consists of 200 plants taken from four of our very best varieties and will produce a big crop of the choicest berries for you.



This Back Yard Garden is certainly cheap enough at the regular price of \$3.60—but just to get you started growing Kellogg Pedigree Plants, I am going to make you a special Bargain price and deliver this garden right to your door for

Only \$3²⁵
Free Delivery

Kellogg's Back Yard Garden consists of

50 Kellogg's Delicious	. \$0.95
50 Kellogg's Marvel	. .95
50 Dr. Burrill	. .95
50 Gibson	. .75

Regular Price \$3.60

Special Delivered Price only \$3.25.

Given FREE with this Garden

One Kellogg's 65c, All-Metal Dibble—FREE.

Mrs. Beatty's Book, "Strawberry Dainties"—FREE.

Also FREE Service and FREE Delivery.

Delivered Price in Canada—Duty Pre-paid \$4.45.

Canadian Customers Please Note

Canadian customers must remit the Canadian price for all gardens. The extra charge is made so that our Canadian agent can prepay the duty and clearance for you. This insures quick and safe delivery with absolutely no further charge to you, and with no delay at customs office.

Kellogg's Combination Garden

Here is a wonderful garden at a wonderful price. I call this our "Combination Garden" because it consists of a combination of our finest Everbearing Plants and some of our very best standard varieties. The Everbearing Plants in this garden will begin bearing in August of this year—and next year this garden will produce an endless flow of big, red beauties from early summer until snow flies. This "Combination Garden" consists of 200 plants selected from our choicest varieties as follows:

50 Progressive Everbearers	\$ 1.65
50 Senator Dunlap	.65
50 Kellogg's Delicious	.95
50 Kellogg's Marvel	.95
Regular Price \$4.20	



Kellogg's Everbearing Garden

Here is a garden that will give you quick results. Plants set this coming spring will begin fruiting heavily in August. As the season advances the berries will increase in size, quantity and quality. In making up this garden I am going to select plants of just one variety, the PROGRESSIVE. This variety is the "Universal Everbearing Favorite." It produces big crops of big red berries from June to November, in all soils and all climates—and it is extremely hardy, too. When you order a Kellogg Everbearing Garden here is what you will get:

200
Progressive Everbearing Plants
Regular Price, \$4.00

Kellogg's Grand Prize Garden

The object of this garden is to encourage our folks to make a special effort to grow an unusually big crop of strawberries and make a big profit from only a small plot of ground. The big prizes which we offer below are sure to stimulate a special effort.

For this Big Prize Contest Garden I have selected the following varieties:

50 Kellogg's Premier	. . \$.95
50 Dr. Burrill	. . .95
50 Big Late or Prize	. . .95
50 Kellogg's Marvel	. . .95
50 Progressive Everbearers	. 1.65
Regular Price \$5.45	

I am going to deliver this complete garden of 250 plants for the Special Bargain Price of \$4.95, and include with it—one Kellogg's 65c All-Metal Dibble, FREE—and Mrs. Beatty's Book "Strawberry Dainties," FREE.

In addition to the profits you are sure to make from this splendid garden selection, you also will have a fair chance to win one of the following prizes:

The one growing the most quarts of berries in the season of 1925 from this garden will receive our check for \$25.00.

The next best will receive our check for \$15.00. And the one taking third place will get our check for \$10.00.

In case of a tie, each tying contestant will be awarded the full amount of the prize indicated. Your final report must be in our office not later than September 15, 1925, giving accurately the number of quarts of berries you picked from this garden in its first year's fruiting.



Delivered Price in Canada
Duty Prepaid—\$6.75

The prizes will be awarded in a fair and square manner. We have no interest in this contest except to create greater efforts on the part of the customer and to prove what can be done with Kellogg Pedigree Plants grown the Kellogg Way. So let's go, and as the little boy says: "Let everybody do their durndest."

Prize Winners for 1922

Kellogg's Grand Prize Garden Contest

*Our checks were mailed October 4, 1923, to the following prize winners:
First prize of \$25.00 won by Mrs. Homer D. Etherton, Le Roy, Ill. She picked 727 quarts and the berries sold at an average price of 30c or a total of \$218.10.
W. T. Furrow, Vicars Switch, Virginia, won second prize of \$15.00. He picked 648 quarts, average price 25c per quart, or a total of \$162.00.
Harry J. Burns, Cookstown, New Jersey, won third prize of \$10.00. He picked 568 quarts. Cash received \$194.40.



Special Delivered Price Only \$3.75

Everybody wants Kellogg's "Thorobred" Everbearing Plants so I am going to make you a Special Bargain Offer on this garden. I will deliver this garden to you, all charges prepaid, along with one Kellogg's 65c All-Metal Dibble, FREE—and Mrs. Beatty's Book, "Strawberry Dainties" FREE—all for

Only
\$3.75

Delivered Price in Canada
Duty Prepaid—\$5.00

Special Delivered Price Only \$3.75

Just to make this a real, worth-while bargain for you—I am going to ship you this complete garden with one Kellogg's 65c, All-Metal Dibble, FREE, and Mrs. Beatty's Book, "Strawberry Dainties," FREE—delivery charges prepaid—all for

Only
\$3.75

Delivered Price in Canada
Duty Prepaid—\$5.00

Kellogg's Big Four Garden

The four standard varieties which make up this garden produce, without a doubt, the most wonderful strawberries the world has ever known. This "Big Four" Garden will give you a continuous flood of big, red berries throughout the entire strawberry season. Kellogg's Premier is the choicest extra-early variety ever originated. Dr. Burrill excels all other mid-season varieties. Magic Gem comes next with a load of luscious gems. Kellogg's Prize or Big Late will close the season with an enormous crop of red ripe beauties. This "Big Four" Garden consists of 400 Thoroughbred Plants as follows:

100 Kellogg's Premier	. . .	\$1.45
100 Dr. Burrill	. . .	1.45
100 Magic Gem	. . .	1.45
100 Kellogg's Prize or Big Late	. . .	1.45

Regular Price \$5.80

Special Bargain Price only \$5.35—including one Kellogg's 65c All-Metal Dibble, FREE—and Mrs. Beatty's Book, "Strawberry Dainties," FREE—also Free Service and Free Delivery. Delivered price in Canada, Duty Prepaid, \$7.25.



**\$ Only
5³⁵**

Delivered
FREE

Kellogg's Big Money Maker Garden

No matter where you live or what kind of soil you have, this Kellogg Pedigree Strawberry Garden will give you bigger crops and bigger profits than anything else you can grow. If you want to make a nice bunch of extra money off of your strawberry garden, besides having plenty of berries for your own use,—then this is the "Money-Making" garden to choose.

In making up this special garden I have selected plants from five varieties which are sure to deliver the goods. This garden consists of 1000 Pedigree Plants as follows:

200 Senator Dunlap	. . .	\$1.35
200 Aroma or Warfield	. . .	1.35
200 Gibson or Haverland	. . .	1.60
200 Kellogg's Marvel	. . .	2.15
200 Kellogg's Delicious	. . .	2.15

Regular Price \$8.60

Special Bargain Price only \$7.95—including one Kellogg's 65c, All-Metal Dibble, FREE—and Mrs. Beatty's Book, "Strawberry Dainties," FREE, also FREE Service and FREE Delivery.

Delivered Price in Canada, Duty Prepaid, \$10.75



**\$ Only
7⁹⁵**

Delivered
FREE

Every Kellogg Thorobred Plant is Grown on the Kellogg Farms

AND SOLD DIRECT TO YOU

IN PRODUCING Kellogg Thorobred Plants every precaution is taken which will absolutely insure genuine thorobred plants which are 100% pure,—100% healthy,—and 100% productive. These plants are produced on our own farms, under our own cultural and feeding methods. The Kellogg Thorobred Plants come direct from the Kellogg farms to your town without any "in between stops" or "in between profits" and the Kellogg guarantee is back of every Kellogg plant which leaves the Kellogg farms.

The Kellogg Thorobred Plants cannot be secured from any nursery company, seed company, or agents. Some agents get our catalog and claim to be selling Kellogg Plants. Beware of anyone making such claims. They are impostors. Should you order through these agents or any nursery or seed company or from any company claiming to sell the Kellogg Thorobred Plants, you will pay the Kellogg price and you will receive nothing but common plants, the cheapest they can buy with which to fill your order.

This book is our only salesman. The only way you can secure genuine Kellogg Thorobred Plants is by sending your order direct to the R. M. Kellogg Company, Three Rivers, Mich. This insures you the purest and most productive plants grown and in addition you are also assured a square deal and full satisfaction.

In April, 1921, I purchased 250 strawberry plants from you. I picked the buds all off and the runners in 1921 and on the 17th of May, 1922, they began to bear which was a week or ten days earlier than any one else. From those 250 plants I picked 278 quarts of berries. I never saw such fine berries. Everybody wanted my berries. I want to set out another patch in April next year.

Chandlerville, Ill.
Respectfully,
Mrs. Lena Linder.



Kellogg Thorobreds Bunched Ready for Packing

Other Standard Varieties

Here are eight Standard Varieties which are so extensively and universally grown, and have proved to be so profitable, that they require only a short description. They are all Thorobreds.

Sionilli LATE. Sionilli is a strong, stalky growing bisexual which produces big red berries in great quantities. Originated in Illinois. Spell Illinois backward and you have "Sionilli." Makes just enough runners to fill in a good fruiting row. Very easily grown on this account. Is also a great success when grown in hills. Requires no mating; can be grown alone or with other varieties.

Haverland MEDIUM EARLY. Haverland is an old standard pistillate that always has made good, and is grown in most every state in the Union. The foliage grows tall; rather light colored. It is a great producer of berries which are rather long in shape, of a light-red color. Grow it in narrow rows for best results. Use Dunlap, Premier or Burrill for mating as Haverland is a pistillate

Warfield MEDIUM EARLY. Here is another of those old tried-and-true medium-early pistillates. Warfield is possibly more widely known than any other variety. The plants grow tall and bushy and the fruit is borne in great quantities. The berries are medium large, beautifully shaped and of a dark-blood-red color. Warfield can be grown in hills or narrow rows with equally good results. Premier, Dunlap or Dr. Burrill mates it perfectly. Remember Warfield is a pistillate and requires mating.

Glen Mary MEDIUM EARLY. Here is a very popular, as well as a very profitable, medium-early bisexual. The plants grow large and make just enough runners to fill in a good fruiting row. A very heavy producer of large and firm berries. Glen Mary may be grown alone or with other varieties. Fruits heavily either in hills or rows.

William Belt MEDIUM-EARLY. This is a vigorous growing and heavy producing bisexual. Berries are very large and of splendid quality and is a great favorite among the growers of the intermountain states. Fruits heavily in hills or rows. Requires no mating.

Klondyke EARLY. The most popular bisexual variety throughout the south. In many southern sections it is grown exclusively. A very vigorous grower. Fruits heavily even when grown in wide matted rows. Requires no petting. Extremely hardy and is a strong pollenizer. We recommend the Klondyke to all southern growers, but it is not a success north of the Ohio river.

Missionary EARLY. Here is another bisexual variety that is largely grown throughout the south. A leader in Florida. Is most profitable when grown in rather narrow rows. Fruits when set alone or with other varieties. Requires no mating. We recommend Missionary only to southern customers.

Big Wonder MEDIUM LATE BISEXUAL. Big Wonder is a most vigorous grower; foliage grows very tall; the leaves are extra large and the plants extremely hardy. The berries are large and most beautiful in both form and color, as well as delicious in flavor. Big Wonder is a good bisexual which fruits without the aid of other varieties, and it can be used as a mating variety for any medium-late pistillate. Grow Big Wonder in hills or very narrow rows. We prefer the hill system. Its greatest fault is that the foliage grows too tall and dense to insure success when grown in very wide rows.

Kellogg's Big Four

*A
Quartet of Beauties
that will produce
more quarts of big
luscious berries
than all others*

IT was in the spring of 1909 I began searching for four varieties ranging in season from extra early to late. I had in mind varieties that would surpass in productive-ness and hardiness any of the older varieties which we had at that time. I realized that it was going to take time and patience to find what I was looking for, but the same as in other lines of work, patience and perseverance brought success.

The first thing I did was to get in touch with men of high reputation who made a practice of originating new seedlings. This connection brought many promising new originations which were put under test, together with the best of the older varieties.

Plants of new seedlings came from far and near until I had 120 different varieties competing for first place.

During 1911 I was very much attracted to one particular variety which came from R. M. Sears of LaGrange, Ill. In 1912 this same variety caught my eye more forcibly than the year before, and I then selected it for a late variety and introduced it in 1913 under the name of **Kellogg's Prize, The Late Strawberry Without a Fault.**

The next variety, which attracted the attention of everyone on account of its extra early season of ripening and great productiveness, surpassing in this respect all other varieties in competition for extra-early place, was selected and named and in 1915 was introduced as **Kellogg's Premier, The Prize-Winner and Money-Maker.**

In 1915 I was called to Urbana, Ill. by Dr. J. R. Reasoner, originator of Senator Dunlap to look at a new cross of Senator Dunlap and Crescent. This new variety was then fruiting so wonderfully that right then and there I selected it as my mid-season variety and introduced it in 1916 under the name of **Dr. Burrill, The Million Dollar Strawberry.**

The next find that I made was a late variety from Idaho which was introduced in 1916 as **Magic Gem, The Gem of Perfection.**

This completed the circle I was working for;—namely, the best extra early, mid-season, mid-late and extra-late varieties, and this group was christened "**Kellogg's Big Four.**"

To give you some idea of the popularity of these four varieties, millions of the plants have been sold, and they are now grown in every nook and corner of the United States and Canada, and recognized as the best and most profitable group of varieties ever originated.

Growers everywhere are ordering these plants far in advance of the setting season. On June 19th, 1922, we received an order from Lee Loftus of Moores Hill, Indiana, for 7000 of these plants to be shipped May 1, 1923—almost a year before he wanted the plants. He, like thousands of others, knows Kellogg's Big Four and is playing safe by ordering early.

New Hampton, N. Y.
Jan. 25, 1922.
R. M. KELLOGG CO.
Three Rivers, Mich.
Gentlemen: Am enclosing an order for 1,000 of your Kellogg Thorobred Plants for this spring's delivery and hope very much not to get disappointed in my order, as the plants which I set before were more than satisfactory in every respect.
From the 400 plants of Kellogg's Big Four varieties which I set in 1919 I picked and sold over 700 quarts of berries in 1920 besides all the berries we used for two families, and all of the surplus berries sold readily at 40 cents per quart.
Everyone in my neighborhood said they beat any berries they have ever seen for size and flavor.
I remain as ever, your satisfied customer.
HARRY MABEE.



Kellogg's PREMIER

THE PRIZE-WINNER AND MONEY-MAKER

I could fill this entire book with letters telling the many good points about Kellogg's Premier. But all the good things I have learned about this wonderful extra-early variety would make a story entirely too long,—so I am going to let Mr. Linke of Indiana tell you his experience:

Hope, Ind.

R. M. Kellogg Company:

I consider Kellogg's Premier the greatest berry I ever grew. I set 500 plants and they brought me \$300.00 this year. Lots of the berries measured six inches around. They carry to market better than any other berry I ever saw.

W. B. Linke.

Mr. Linke has told in a very few words all you care to know. You may grow Premier either in hills, hedge row, or narrow matted row with equal success. Premier is a strong bisexual; requires no mating or petting; all-soil, all climate variety. One large eastern grower offers \$500.00 to anyone for a new variety that will beat Kellogg's Premier. It simply can't be beat.



"The Million Dollar Strawberry"

Here's that million-dollar strawberry you have heard so much about. A child of Senator Dunlap and Crescent, brought into existence by Dr. J. R. Reasoner, originator of Senator Dunlap. Dr. Burrill is a mid-season bisexual with wonderful endurance. Its berries are produced in clusters, fruit fully as large as the berries shown here. Adapts itself to hill culture or narrow matted rows. Will do well in wide matted rows, but we do not recommend that method. Fruits heavily with or without other varieties. The many good reports we receive on Dr. Burrill assure us that it is adapted to all soils and climates. O. A. Humawalt of Delaware, Ohio, writes that his Dr. Burrill berries brought 50% more than common berries. Choose Kellogg's Thoroughbred-Pedigree Dr. Burrill Plants and you will not be disappointed.

Dr. Burrill





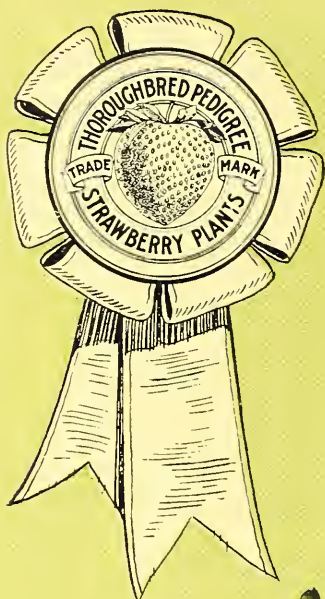
"The Gem of Perfection"

Magic Gem is one of those medium-late bisexuals that produces great big show berries with dark green calyx. A Florida customer says: "My Magic Gem berries are so large they would scarcely go into a common water glass." An Idaho grower tells us to push Magic Gem because it produces more big fancy berries per plant than he has ever seen produced by any other variety. It gives best results in narrow rows. You will find it a good producer in all soils and all climates. Magic Gem requires no mating with other varieties. This picture of Magic Gem tells the story of the size and shape of the berries better than words. Plants are hardy, the leaves large and leathery; a good all-around variety.

Magic Gem



Kellogg's PRIZE



"The Late Strawberry Without a Fault"

Kellogg's Prize is a late pistillate with a great record. The large beautifully colored berries produced by this variety attract the attention of everyone. Our slogan "the late strawberry without a fault" has proved to be true. Here are extracts from letters which come from the north, south, east and west:

"Kellogg's Prize is certainly a wonder"—Wisconsin.

"Kellogg's Prize is the greatest strawberry under the sun"—Illinois.

"Kellogg's Prize is by far the best berry I ever have grown"—Missouri.

"You have made a mistake in pronouncing it wonderful; you should have said magnificent"—New Jersey.

"You cannot recommend Kellogg's Prize too highly"—Kentucky.

Grow Kellogg's Prize in narrow rows beside some good bisexual like Magic Gem, Sionilli or Gibson for mating purposes, because Kellogg's Prize is a pistillate and requires mating.



Make More Money Grow Strawberries The "KELLOGG WAY"



THE very first and most important step in growing strawberries "The Kellogg Way" is to set plants which are 100% pure,—100% healthy,—and 100% productive, and the only plants which will measure up to this high standard are the Kellogg Thorobreds.

Even though they cost a little more than ordinary plants, Kellogg's Thorobred Pedigree Plants are by far the cheapest and best to buy whether you are going to grow strawberries for home use or for market, because they are absolutely free from drones, insects or blight of any kind and every Kellogg plant you set will produce its full share of big, red, luscious berries.

After you have selected Kellogg's 100% plants the rest of the "Kellogg Way" is very easy. It is simply putting the common-sense laws of nature into practice, which you will find fully explained below.

Cultural Methods

Soils Any soil that will produce vegetables or common farm crops will also produce strawberries, but old timothy sod should be avoided on account of white grubs.

Soil Preparation Plow or spade the soil to a depth of eight to ten inches. Thoroughly pulverize the soil to the full depth of the plowing or spading and press firmly with roller. It is not good practice to set plants in soil that is full of clods.

Fertilizers Either cattle, horse, sheep or hog manure is good. If possible this should be applied before plowing or spading and it should be thoroughly worked into the soil before planting, or this fertilizer may be scattered thinly between the rows after plants are set. Pulverized sheep manure makes excellent fertilizer. Use at the rate of half-ton per acre. This material may also be used as a top dressing after plants are set.

Commercial Fertilizers Well-rotted stable manure or pulverized sheep manure are the best. If these cannot be obtained, blood and bone tankage applied at the rate of 400 to 500 lbs. per acre will give splendid results, or apply 250 lbs. acid phosphate per acre.

Time to Set In all northern states April and May are the best months in which to set plants. In southern states plants may be set as early as February and March.

How to Set Plants Make an opening in the soil with dibble or spade. Place the roots of the plants straight down into the opening with roots spread fan-shaped and press the soil firmly against the roots. Have the crown or body of the plant even with the top surface of the soil.

Pruning Every Kellogg Thorobred Plant is root pruned all ready for setting; no further pruning is necessary.

Heeling in Plants Should it be necessary to hold the plants several days before setting make a V-shaped furrow, open the bunch and spread the plants thinly in the furrow, roots downward, with crowns level with the surface of the ground and press the soil firmly against the roots. Water the plants often until ready for setting. Plants may be kept several weeks in trenches of this kind.

Planting Systems You will find the hill or narrow row system the most profitable. For the hill system rows may be made 24 to 30 inches apart and plants set from 12 inches to 15 inches apart in the rows. All runners should be removed. The hill system does not mean to hill or ridge the ground, but it does mean to grow just one plant in a place. 14,000 plants are required to set one acre when plants are set 30 x 15 inches. For the narrow row system rows should be three and one-half feet apart and plants set about two feet apart in the rows. Each plant should be allowed to make

Section of a Row Showing Plants Growing in Hill System



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CULTURAL METHODS—Continued

enough runner plants to fill in a row about one foot in width. All surplus runners, after the row is so formed, should be cut or pulled off. This system requires approximately 6,000 plants per acre.

Mating Strawberry varieties are divided into sexes, both male and female. In the description of each variety listed in this book we explain how to mate each pistillate or female in order to get best results, and our method for doing this is very simple. In large fields there should be at least one row of bisexual or male varieties to every three or four rows of pistillate or female varieties.

Cultivation The cultivation should begin soon after plants are set. Cultivate shallow—only two or three inches deep. During dry spells frequent cultivation retains the moisture and keeps the plants growing vigorously. It also aids in bringing plant food into available form for the plants.

Filling in Vacancies If, for any reason, an occasional plant should fail to grow, vacant places may be filled in with runner plants formed by plants setting next to the vacancies.

Removing Blossoms Soon after your plants are set the blossoms will begin opening. These should be removed by cutting or pinching off the fruit stalks. This will strengthen the plants and make them more fruitful when the proper fruiting time comes.

Insects and Fungi When you set Kellogg Thorobred Plants you are setting plants which are 100% pure and healthy. They are thoroughly sprayed in our propagating fields and are sent to you absolutely free from all insects and fungi.

Mulching During the early winter in cold climates it will pay you to cover your plants with straw, marsh hay, shredded fodder or coarse stable manure to protect the plants against alternate freezing and thawing during the winter, and to keep the berries clean when they are ripening. It also retains moisture and keeps down the weeds which aids the plants in fruiting more heavily. In the spring remove the mulching which lies on top of the plants, placing it in the spaces between the rows.

Picking If possible always pick berries when the vines and berries are dry, especially if they are to be shipped a long distance. The berries should be removed from the vines by pinching the stem between the thumb nail and finger, leaving about one-half inch of the stem attached to the berry. This adds to the appearance as well as to the keeping qualities.

Marketing It is no problem to sell strawberries if you have Kellogg quality. The automobile brings the buyer right to your field, or you can sell through your local

grocers. There are several plans for selling, and this is generally worked out by the individual grower. He can select the method that is best adapted to his particular locality.

Preparing for Second Crop After your plants have fruited the first season the foliage can be mowed off and the rows narrowed down with either breaking plow, spade or hoe, and the plants allowed to produce another crop.

The Everbearers These varieties are exceedingly productive and their fruiting season covers a long period. On this account the ground should be highly fertilized either with stable manure, pulverized sheep manure or blood and bone tankage. The everbearing plants you set this coming spring should have their blossoms removed at intervals of every two weeks until about July 1st. The plants from then on may be allowed to fruit to full capacity. The berries generally begin ripening in August and as the season advances the berries increase in number and size.

Crop Rotation After strawberry plants have fruited two years it is best to plow or spade the plants under and grow some other crop. The new bed should be set in ground which has not grown strawberries for at least one year. Strawberries will follow most any farm or garden crop.

Irrigation If you are prepared to irrigate all the better. The sprinkling system is very desirable or water may be run in furrows between the rows. Repeated cultivation overcomes any injury from drouth. The more you cultivate and hoe the more moisture you are conserving for the use of the plants. After reading these simple directions, you can see for yourself, that in growing strawberries "The Kellogg Way" the quality of the plants is more than "half the battle," because it is the plants that produce the crop.

Growers using Kellogg Thorobreds have no regrets like Mont F. Highley of Oklahoma who wrote us as follows: "Having paid dearly for my experience by losing two years work with cheap, unfruitful plants, I am now advising my friends to buy Kellogg Thorobreds and save themselves the disappointment I experienced with cheap plants. I have learned through my own profitable experience that Kellogg Thorobreds are the cheapest in the long run."



Sex in strawberry plants graphically presented. Above; pistillate blossom. Below; blossom of a bi-sexual plant.



Showing Plants Grown in a Single Hedge-Row System

"The Blue Ribbon Strawberry"

Aroma is the leading late variety throughout the entire South, including Missouri and Kansas, and rightly it should be because Aroma is one of the very choicest late varieties. Aroma is a strong bi-sexual; it is a common thing to find large fields set exclusively to this one variety because it requires no mating. The berries are produced in great quantities; the fruit is large, and almost round—a beautifully formed berry—and a most splendid shipper. The Aroma is grown with equal success in both narrow and matted rows. It seems to have no preference as to soil, climate or system of growing.

KELLOGG'S IMPROVED STRAIN OF AROMAS is producing 25 to 50% more berries than any other Aromas grown because they are 100% Pure, 100% Healthy, and 100% Productive. That's why KELLOGG'S IMPROVED AROMAS are the cheapest and most profitable Aroma plants you can buy.

Make a fair comparison with Kellogg's 100% Aromas and other Aromas, then be your own judge and jury.

Kellogg's Improved **AROMA**



Strawberry Dainties

from
Kellogg Gardens



STRAWBERRY SHORTCAKE



STRAWBERRIES AND CREAM



STRAWBERRY PRESERVES



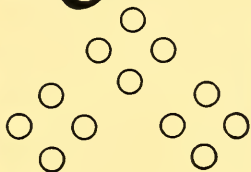
STRAWBERRY PIE



Mrs. Beatty in her Garden



Here She Is: This is Mrs Beatty



HOW DO YOU DO? I am truly glad to meet you, because I enjoy visiting with folks who are interested in strawberries just as much as Frank does. In fact, strawberries are the principal topic in our home. We talk strawberries, grow strawberries, experiment with strawberries and eat strawberries until strawberries have become a big part in our life.

It seems to me that I have experimented in putting up strawberries in every conceivable way that anyone could possibly think of. I dearly love to work with strawberries and it is lucky for me that I do enjoy the work because it takes a lot of jam, preserves and canned strawberries to run us thru the winter. Strawberries are part of our diet during winter just the same as summer.

Along with my experimenting I have worked out some splendid recipes and Frank has been urging me to get up a little booklet giving all my strawberry recipes. When he wants something on strawberries there is no let-up until he gets just what he wants, so in order to retain peace and quiet in the Beatty Household I just forgot that there was anything else to do and went to work on my little booklet, which after compiling I decided to call "Strawberry Dainties." Although I have spent years in this work you can see by the booklet that it did not require a very large volume to hold all that I know about preparing strawberries any more than it would require a large book to tell all that I know about some other things.

Anyway there are fifty different recipes for preparing strawberries in "Strawberry Dainties," and I am throwing in for good measure some recipes for preparing some of my favorite dishes in other things, such as tomato preserves, olive pickles, pineapple preserves and many others.

After my little booklet was printed, I felt real proud of myself as an authoress, and I suggested to Frank that he give my "Strawberry Dainties Booklet" with my compliments FREE with each order. He agreed that this was a splendid idea, so you will get a "Strawberry Dainties" booklet with your order whether you ask for it or not. I feel confident you will find it very helpful in preparing your strawberries for immediate and winter use, just as I have found it helpful in my own home.



The "Latch-String" is always out at our home in Three Rivers.
Come and see us sometime.

The recipes marked "special" are my favorites because they are so simply and easily made. I have so many other things to do that I simply must economize in time. You will find my special recipes unusually good, as a little Three Rivers boy said about his mother's party dresses, "they are sweller'n the chickens."

I have very much enjoyed this little "make believe" visit with you, and possibly some time you can come to visit me when we can talk in reality of many things which all mothers and housewives are interested in.

I hope you will have good luck with your strawberries and everything else that you do. Frank has a lot more to tell you so I will bid you good bye and give the rest of the time to him.

Mrs. F. E. Beatty



Kellogg's Two Big Farms

OUR MANY Southern and Pacific coast customers will be pleased to learn that we have established a new farm in the extreme south end of Indiana which enables us to dig and ship the Kellogg Thorobred Plants as early as February. This farm is located near the beautiful village of Poseyville where the unusually rich, sand loam soil—the splendid climatic conditions and shipping facilities are as near ideal as I ever have seen.

The big healthy, strong and vigorous plants which we have grown at Poseyville convinces me that I have picked the right location for producing the Kellogg Thorobreds.

Both on our home farm at Three Rivers and our new Southern farm, only the most modern methods and machinery are employed in producing Kellogg Thorobreds to keep up their world-wide reputation for health, vigor and productiveness.

Every detail connected with the growing of Kellogg Thorobred Plants, such as selection, restriction, soil preparation, fertilizing, spraying, cultivation, and watering, is given the most careful attention.

Our battery of farm machinery, trucks, International and Fordson Tractors are kept busy continually throughout the growing season. Our Fordson Tractors have been equipped with the American Bosch Magnetos which have greatly increased their efficiency and lowered the cost of operation.

The \$26,000 invested in our Skinner Overhead Irrigation System has proved a wonderful investment because it enables us to supply moisture to the plants regularly throughout the growing season.

With our two big farms we now can begin digging and shipping the Kellogg Plants as early as February, and will continue digging and shipping until about May 25th. When ordering, just tell us about when you want your plants shipped and we shall carry out your instructions as nearly as possible.

*This is the Skinner Irrigation System Which Supplies the Rain When Nature Fails
and Insures Kellogg's Plants 100% Good.*



In Circle:—A corner of our packing house where Kellogg Plants are counted, bunched and packed in damp moss for shipment to all parts of the U. S. and Canada

FREE DELIVERY



"Kellogg Delivers The Goods"

DID you ever buy an article of any kind because the price appeared cheap, and then when the article arrived find the express charges to be almost as much as you paid for the article itself? I have, and no doubt you have. You will experience no disappointment of this kind when the Kellogg Thorobred Plants arrive, because "Kellogg Delivers Your Plants Absolutely FREE."



Here's the way small orders are packed and shipped by Parcel Post.

Whether your plants go by Express or Parcel Post, all transportation charges are prepaid at this end. When making up your order for Kellogg Thorobred Plants I want you to keep this one thing in mind. All Kellogg Prices represent the total cost of the plants packed and delivered *right to your town*. There is no additional charge for crates, packing or delivering.

It will cost us a lot of money to prepay the express and parcel post charges on the millions of plants we will ship this year, but while it is costing us a lot of money it is saving our customers dollars and disap-

pointments. It has been my experience that the more we work for the customers' interest, the more they feel like recommending Kellogg Thorobred Plants and our fair methods of dealing to their friends—consequently repeat orders and more new customers.

I want to make it just as easy as possible for you to make up your order for Kellogg Thorobred Plants. I know that it would be some big job for you to find out what zone you were in from Three Rivers and for you to figure up parcel post charges or find out the express charges on your order for plants. You do not need to go to all this trouble. That is our job and the paying of parcel post or express charges is our expense.

"Kellogg Delivers the Goods"



Here's your Kellogg Strawberry Plants. When do you want them shipped? February, March, April or May?

IMPORTANT!

*Address all Correspondence and Orders to
Three Rivers, Michigan:*

Whether you want your plants shipped from Poseyville or from Three Rivers, send all correspondence and orders to Three Rivers, as we maintain no office in Indiana.



NOW, folks, we have gone thru this book together until we have reached the last page. I have told you a lot about Kellogg Thorobreds, but not one-half the good things I know about them—just enough to convince you that these are the cheapest plants you can buy.

Yes, Kellogg Thorobreds are plenty cheap enough without any premiums or discounts from our regular prices, but that doesn't make any difference because I have already made up my mind to give you a cash discount and **EXTRA PLANTS FREE**, anyway, and I guess I'll tell you about it right now before I forget.

If your order for plants amounts to \$20.00 or more, you get a 5% cash discount, and twenty-five Marvel or Delicious plants **FREE**.

If your order for plants amounts to \$35.00 or more, you get a 10% cash discount, and fifty Delicious or Marvel plants **FREE**.

If your order for plants amounts to \$50.00 or more, you get 15% cash discount, and one hundred Delicious or Marvel plants **FREE**.

If your order for plants amounts to \$100.00 or more, you get 20% cash discount, and two hundred Marvel or Delicious plants **FREE**.

The bigger your order the larger your cash discount and the more extra plants you get free, that's fair isn't it?

DON'T FORGET—whether your order is big or little, you will receive Mrs. Beatty's "Strawberry Dainties" booklet **FREE**. It's actually worth its weight in gold.

With more than 100,000 customers depending on us for their supply of plants, you can readily see the importance of giving me your order right now—and order just as many plants as you want. We have plenty for those who order early.

Kellogg's Free Service

Whether you order just a few plants or a whole dray load, I am at your service from start to finish. Nothing pleases me more than to help folks in their strawberry work, so you can write me for help any time you want to, and you don't need to apologize either.

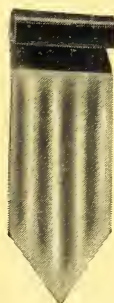
Don't overlook the everbearers, because you'll want lots of berries in the fall just the same as in the early summer. Kellogg's everbearers are the last word in strawberries, and Kellogg's standard varieties are the result of forty years of careful selection; and so I can assure you, whether you order everbearers, standards, or both, you will get the best and most productive plants that can be produced. We have no poor varieties; they are all good.

One good reason for ordering right now while I am here is that I can help you. I'll be glad to make up a selection for you if you want me to. Just tell me how many plants you want to set, or give me the length and width of your piece of ground, or tell me how many dollar's worth of plants you want, and I'll mighty soon make up a cracker-jack of a selection, and I'll bet your eyes will dazzle when they begin producing the big, red berries.

Well, we've had a mighty good time, and I'm certainly much obliged for your order. I'm not going to say good-bye, because I'm ready to come back again any time you want me to help you along with your strawberry work.

I don't care what kind of soil you have or where you live, Kellogg Thorobreds will turn the trick, and don't forget that I guarantee every one that you buy to be 100% pure, healthy and true to name, or your money back, and I prepay express or parcel post charges, too.

Kellogg's Corrugated Dibble



Kellogg's All-Metal Steel Dibble is the best tool made for setting strawberry and vegetable plants—made in one-piece, will last a life-time. Japaned in black to prevent rusting. Guaranteed to please or your money back. We have sold thousands of these dibbles and so far no one has wanted his money back. Price 65 cents delivered to you. Given free with each garden selection.

DELIVERED PRICES:

	United States	Canada
One Dibble	\$0.65	\$0.90
Two Dibbles	1.10	1.50
Three Dibbles	1.50	2.00

The Canadian price also includes prepayment of duty.

*"The Marvel of Beauty
and Productiveness—"*

MARVEL is a marvelous grower, a marvelous producer, a marvelous money maker. Everyone who has seen Kellogg's Marvel fruiting has but one word to say "MARVELOUS." Tall-growing late bisexual of unusual merit. Originated in the cold climate of Wisconsin. Is a child of Dunlap and Warfield—the parentage alone should convince anyone that the Marvel is unusually good. Introduced by our company in 1922.

This is one of the hardest and most productive varieties I ever have seen. The originator calls it the "fool-proof" variety because it fights its own way and wins out even through weeds and grass and adverse weather conditions.

The berries are large, of blood red color. The fruit is firm and carries well to market. A wonderful variety to grow in hills or narrow rows. Can be grown alone or with other varieties. Marvel is ideal to set beside pistillates for mating purposes.

Let Marvel make money for you.

KELLOGG'S MARVEL



Given!

FREE

with
EVERY
ORDER



This New

Is Given Free

Recipe Book

with Your Order

Mrs. Beatty's "Strawberry Dainties" is not a large book. But it's worth it's weight in gold to you. Because it gives the latest improved methods for preparing strawberries. And tells you how to make other good things to eat.

What it has required years for Mrs. Beatty to learn and compile.

This book reveals to you in just a very few minutes.

Many of Mrs. Beatty's special recipes are easily worth \$1.00 each.

Whether your order for plants is large or small

You will receive Mrs. Beatty's "Strawberry Dainties" free and postpaid.

ALSO EXTRA **FREE**
PLANTS

For complete details, read page thirty-two

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F. E. BEATTY, President

R·M·KELLOGG CO.
THREE RIVERS-MICH.

